

Message Text

UNCLASSIFIED

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ACTION EA-07

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TO USDOC WASHDC

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AMEMBASSY TOKYO

UNCLAS OSAKA KOBE 315

E.O. 11652: N/A

TAGS: BFOL, JA

SUBJECT: LICENSING OPPORTUNITY: TOYOTA MOTOR CO., LTD.,

PACKAGING AND PACKING TECHNOLOGY

TOYOTA MOTOR CO., THE WORLD'S THIRD LARGEST MOTOR VEHICLE
MANUFACTURER, IS SEEKING A U.S. LICENSER OF PACKING AND
PACKAGING TECHNOLOGY FOR AUTOMOTIVE KNOCK-DOWN PARTS TO BE
SHIPPED TO ITS ASSEMBLY PLANTS ABROAD. THE COMPANY, WHICH IS
NOW PACKING THESE PARTS BY HAND WITH WRAPPING PAPER AND HARDBOARD
BOXES, IS LOOKING FOR AN ADVANCED METHOD OF PACKING AND PACKING.
THE COMPANY, CAPITALIZED AT DOL178 MILLION, MANUFACTURED 2,308,098
VEHICLES IN 1973. ANNUAL SALES WERE OVER DOL4.6 MILLION.
CORRESPONDENCE SHOULD BE ADDRESSED TO MR. HIDEO TAMURA, ASSOCIATE
DIRECTOR, EXPORT AND OVERSEAS OPERATIONS, TOYOTA MOTOR CO., LTD.,
1 TOYOTA-CHO, TOYOTA CITY 471, JAPAN. TELEPHONE 0565-28-2121,
CABLE TYOTA MOTOR JAPAN.
HOLLOWAY

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Message Attributes

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